

Amendments to the Claims:

A listing of the entire set of pending claims (including amendments to the claims, if any) is submitted herewith per 37 CFR 1.121. This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Previously presented) A player apparatus comprising:

an input device that is configured to identify a presence of each user of a plurality of users at a location of the player apparatus, and a playback mode associated with each user,

a storage element that is configured to provide preferences that include likes and dislikes of each user, and

a control element that is configured to select content material to be played by the player apparatus based on the preferences of the plurality of users present, wherein

the control element is configured to select the content material, such that, for each present user:

if the playback mode of the user is a first mode, the selection of the content material is based primarily on the dislikes of the user, and

if the playback mode of the user is a second mode, the selection of the content material is based on the likes of the user.

2. (Previously presented) The player apparatus of claim 1, wherein the input device includes a set of buttons, wherein each button is associated with one or more users of the plurality of users.

3. (Previously presented) The player apparatus of claim 2, wherein each button is configured to indicate a state associated with the one or more users.

4. (Previously presented) The player apparatus of claim 3, wherein the state includes:
a first state indicating that the associated user is not present,
a second state indicating that the associated user is present and the playback mode is the first mode, and
a third state indicating that the associated user is present and the playback mode is the second mode.

5 (Canceled)

6. (Previously presented) The player apparatus of claim 1, wherein the input device is configured to indicate a preferred genre/mood of the material to be reproduced by the player apparatus.

7. (Previously presented) The player apparatus of claim 1, wherein the preferences include volume, bass, treble preferences.

8. (Previously presented) The player apparatus of claim 1, wherein the input device is configured to provide an indication of how strictly the player follows the preferences of the plurality of users.

9. (Previously presented) The player apparatus of claim 1, wherein the the control element includes recommender technology means for selecting the content material to be played.

10. (Previously presented) The player apparatus of claim 1, wherein the player apparatus includes portable audio players, car audio equipment, internet radios, or digital jukebox devices.

11. (Currently amended) A method of playing content material on a playback device that is configured to select the content material based on preferences of a plurality of users, the method comprising:

- receiving an indication of a presence of each user of the plurality of users, and
- receiving an indication of a playback mode associated with each user, and
- selecting content material for playback based on preferences that include likes and dislikes of each user, such that, for each user:

- if the playback mode of the user is a first mode, the selection of the content material is based primarily on the dislikes of the user, and

- if the playback mode of the user is a second mode, the selection of the content material is based on the likes of the user.

12. (Currently amended) A computer-readable medium having embodied stored thereon a computer program for processing by a computer comprising a code segments for playing content material based on preferences of a plurality of users, the code segments comprising:

- a first code segment enabling determination of a presence of each user of the plurality of users,

- a second code segment enabling determination of likes and dislikes of each user, and

- a third code segment enabling selection of content material for playback, such that, for each user:

- if the playback mode of the user is a first mode, the selection of the content material is based primarily on the dislikes of the user, and

- if the playback mode of the user is a second mode, the selection of the content material is based on the likes of the user.

13. (Previously presented) The player apparatus of claim 1, wherein the control element is configured to prevent selection of content material that is disliked by at least one user.

14. (Previously presented) The player apparatus of claim 1, wherein the control element is configured to select only content material that is liked by all users in the second mode.

15. (Previously presented) The player apparatus of claim 1, wherein the control element is configured to select only content material that is liked by all users in the second mode, and not disliked by any user in the first mode.

16. (Previously presented) The player apparatus of claim 1, wherein the control element is configured to select only content material that is not disliked by any user.

17. (Currently amended) The method of claim 11, ~~wherein the control element is configured to including~~ preventing selection of content material that is disliked by at least one user.

18. (Currently amended) The method of claim 11, ~~wherein the control element is configured to including~~ selecting only content material that is liked by all users in the second mode.

19. (Currently amended) The method of claim 11, ~~wherein the control element is configured to including~~ selecting only content material that is liked by all users in the second mode, and not disliked by any user in the first mode.

20. (Currently amended) The method of claim 11, ~~wherein the control element is configured to including~~ selecting only content material that is not disliked by any user.

21. (Previously presented) The method of claim 11, including receiving a degree of strictness to be applied, and controlling a degree to which the selection of content material is affected by the likes and dislikes of the users.